

Auto Shop Tips© by Michael Strautman

mikestrautman@turnaroundtour.com

www.turnaroundtour.com

800-233-8551



Auto Shop Tip #23

What Level is Your Shop?

By Michael Strautman

How do you measure business success? Simply staying in business? Being able to leave the business for long periods of time? The size of your cash reserve? Having a cash reserve? There may be different opinions on how to measure your business success, and ultimately, you, the shop owner, are the authority on that measure. We have found that there are three levels of shops. How do you measure up?

Level 1- Basic – You and your employees know what to do to make the business survive. You have skilled employees that are able to do the job requirements as you have told them. Employees ask you on a regular basis how you want something done. Employees can explain how they do specific everyday duties. Knowledge and business acumen comes from the business owner and his ability to lead and manage people. If an employee gets hurt or leaves the company, it would create panic in the business. If you were to leave the business for any period of time, the performance of the business is decreased significantly.

Level 2- Intermediate – The business is surviving. Your employees regularly meet job requirements as stated in the company How-To Manual. Employees, when presented with a problem, refer to the How-To Manual on a regular basis. On occasion, you are asked questions how you would like something done, but the majority of your time (as the business owner) is spent working on Financial, Advertising, and General Management duties. When the owner leaves the business on vacation or other activity there is only marginal impact on business.

Level 3 – Advanced – The business will continue to survive. Your employees are exceeding requirements as stated in the company How-To Manual. Employees, when presented with a problem, know and can explain to other employees how something should be done. On occasion, your General Manager is asked questions on how to handle some situations. The majority of your time is spent working with your General Manager on how to do the Financial, Advertising, and General Management duties. When the owner is not present, it has little or no impact on the General Manager's performance. The day to day business is independent of the owner's input.

It doesn't matter where you find yourself in the above levels as a business owner. It is only important that you *realize what level business you have*. It is also important that you know what your business lacks to get you to "the next level." We have found that most shop owners have not taken the steps to get the How-To Manual documented. This is a critical first step to developing independence from the business as the owner. How much time do you devote to getting these processes written? Make your New Year's resolution for 2008 to get your How-To Manual documented.

We can help you make your How-To Manual a reality with "Lifeline" – please email or call me (Special discounts for ASA National Members): mikestrautman@turnaroundtour.com or 270-782-6455.

Auto Shop Tips© by Michael Strautman

mikestrautman@turnaroundtour.com

www.turnaroundtour.com

800-233-8551

